

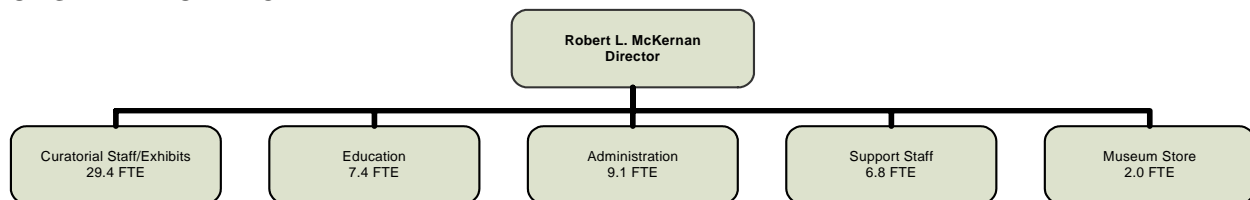
COUNTY MUSEUM

Robert McKernan

I. MISSION STATEMENT

The San Bernardino County Museum maintains and develops unique cultural and natural science collections related to the region and the greater Southwest. Through responsible collection, preservation, exhibition, and education, the County Museum inspires the public to a deeper understanding of their cultural and natural history.

II. ORGANIZATIONAL CHART



III. SUMMARY OF BUDGET UNITS

	2005-06				
	Appropriation	Revenue	Local Cost	Revenue Over/ (Under) Exp	Staffing
County Museum	3,861,744	2,222,317	1,639,427		53.7
Museum Store	146,677	147,600		923	2.0
TOTAL	4,008,421	2,369,917	1,639,427	923	55.7

IV. DESCRIPTION OF MAJOR SERVICES

The Museum provides cultural and educational programs and activities for the public at its main facility in Redlands and the following seven regional sites: Agua Mansa Cemetery in Colton, Casa de Rancho Cucamonga (John Rains House) in Rancho Cucamonga, Daggett Stone Hotel and People's General Store in Barstow, Asistencia Mission in Redlands, Mousley Museum of Natural History in Yucaipa, Yorba-Slaughter Families Adobe in Chino, and Yucaipa Adobe in Yucaipa. These programs and activities involve the preservation of cultural and natural heritage collections, display of permanent and special exhibitions, and care and preservation of historical sites depicting the history and culture of San Bernardino County and the greater southwest region. Museum programs (including school programs, research symposiums, museum internships, special events, and guest lecture series) promote learning and awareness through community outreach, partnerships with educational institutions, and research that enhances both the collections and educational services. Approximately 2 million permanent and loaned collections are preserved for the benefit of the public and the scientific community. Each year, approximately 100,000 visitors tour the museum facilities, which are also available for use by local groups, organizations, and professional associations.

The Museum is comprised of the following divisions: Education, Exhibitions, Anthropology, History/Archives, Biological Science, and Geological Sciences. Led by credentialed professionals, all divisions provide educational services for families, general public, school groups, educators, and scholars at the main Museum facility and historic sites. In addition, the Biological Science and the Geological Sciences divisions conduct scientific field research and studies for public and private agencies. This research consists of both short and long-term field studies resulting in significant revenue for the department. A portion of this revenue is used to support other Museum programs and activities. Furthermore, this field research results in valuable collections being accessioned into the museum collections that are curated and exhibited for public education at the main facility and historic sites. The Museum also operates a gift store. This store is considered a critical part of the visitor experience and provides many museum related items for sale including books and publications, educational toys, thematic novelty items for exhibitions, jewelry, minerals, and souvenirs.

The Museum is known for its work associated with the Calico Early Man Site and collections, extensive mineral and paleontological collections, and one of the world's largest bird egg collections of which a portion is available for public viewing.



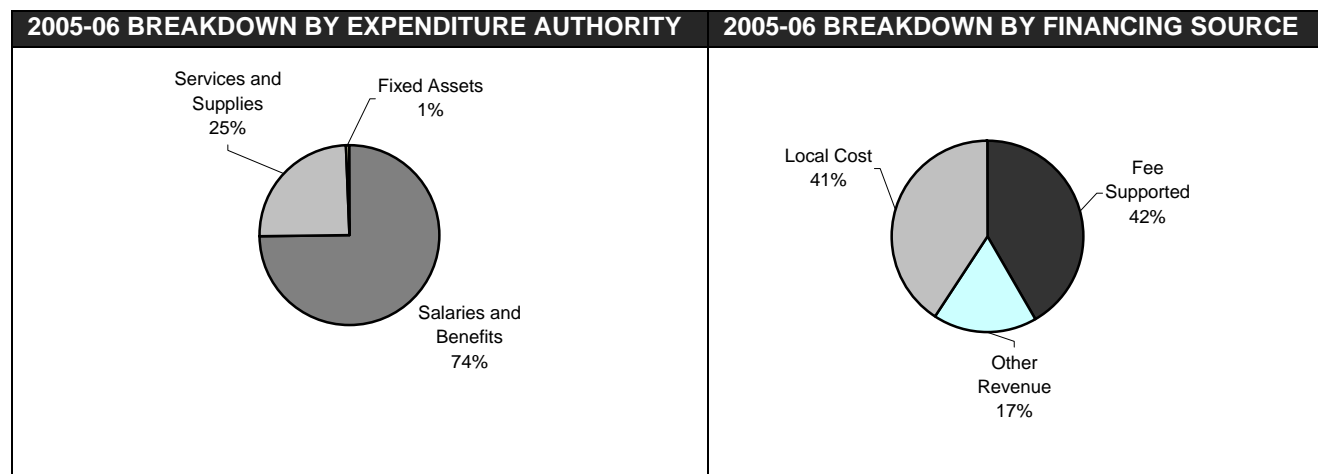
Over the past couple of years, the Museum has received funding from the Institute of Museum and Library Services (IMLS). With these funds, the Museum has designed and implemented a multi-functional Web Module and media archive for the Inland Southern California. The web module provides electronic access to the Museum's collections and programs, via the internet, to better inform the general public, educators, students, and businesses about San Bernardino County and the surrounding region's abundant cultural and natural heritage.

Through Board direction, another significant endeavor for the Museum has been the creation of a County History Book. The purpose of this project is to create a text that will tell the rich and varied story of the history of San Bernardino County from its creation in 1853 to the latter half of the 20th Century, while integrating the story with the wider perspective of California history. When completed, the goal is to have this book widely accessible for the people of San Bernardino County, the region, the State of California and the United States.

Lastly, plans are underway for construction of the new Hall of Geological Wonders that will present a regional perspective of paleontology and geology. This proposed addition to the main museum will showcase fossil collections, dinosaur trackways from the county, local impacts from the Pleistocene era, mud flats, fault lines, and local caves. The proposed expansion will serve the growing cultural and informal educational needs of inland Southern California, as well as highlight the Museum's research programs.

The County Museum has been accredited from the American Association of Museums since February 23, 1973. In 2002, the Museum received its decennial accreditation that will continue through 2012.

V. 2005-06 BUDGET



VI. GOALS & 2006-07 OBJECTIVES AT CURRENT FUNDING LEVELS

GOALS	2006-07 OBJECTIVES
1. Enhance public awareness of museum services and programs.	A. Increase public visitation at the main museum and historic sites.
2. Increase public accessibility to museum collections.	A. Purchase additional collection compact storage units. B. Identify more objects and artifacts to be exhibited for museum visitors.
3. Increase awareness support and partnership for the Museum's Capital Campaign to generate financing for enhancements to the County Museum, including the proposed "Hall of Geological Wonders".	A. Continue to work in concert with the Museum Association to raise funds for the Museum's Capital Campaign.

The preceding goals were selected with the purpose of assisting the Museum in achieving its department's mission. These goals, which are further explained below, are also in accordance with the Museum's Board-adopted, five-year strategic plan.

Public awareness of museum services and programs is paramount for the people of San Bernardino County and the surrounding region to gain a greater appreciation and understanding of the area's cultural and natural heritage. The department believes that the following will increase the public's ability to receive information regarding the Museum and ultimately assist the department with their goal of enhancing public awareness.

- Museum staff has identified advertising as an imperative tool for increasing public awareness of their institution. To assist with this effort, the Board of Supervisors (as part of the 2005-06 budget process) approved additional funding to augment the Museum's advertising budget. The department is using these additional funds for various types of marketing (including billboards, on-screen movie advertising, newspapers, magazine ads, and promotions with public television and other media partners) to reach a larger county demographic and attract more visitors.
- During the 2005-06 budget process, the Board also approved funding to assist the department in continuing with Admission-Free Days at the County Museum. This action allows the department to offer up to six admission free Sundays per year at the County Museum. These "free days" provide an opportunity for the public to visit the museum that would not otherwise have the financial means to do so.
- Exhibit programmatic changes are occurring to incorporate a greater amount of county and regional history, anthropology, biology, and geology into new museum exhibits so the public can receive more focused interpretation regarding inland California. The regional theme "Our Southwest: Points in Time" will be integrated into all future exhibit presentations and educational programs.
- Greater emphasis is being placed on identification of the museum's target audience and demographic so the department can better integrate the interest and desires of patrons into the museum experience.

Increasing public accessibility to museum collection artifacts for interpretation will strengthen the visitor experience. The stewardship of museum collections is critical for preservation of public trust collections and formulating new exhibitions. Consequently, the Museum plans to increase the number of compact storage units that house, protect, and better organizes collections. At present, the Museum has a total of four storage units. The department's objective for 2006-07 is to add an additional unit for the History Division, which currently does not have one. The additional compact storage unit, which has an estimated cost of \$75,000, is needed to comply with the museum accreditation requirement that all public trust collections be located in a stable conservation setting. The Museum has submitted a Capital Improvement Program request for general fund monies to finance the cost of purchasing this unit. However, it is expected that identifying more objects and artifacts for display to museum visitors will be accomplished by existing staff at no additional cost to the department.

During 2005-06, the Museum initiated through the San Bernardino County Museum Association (a non-profit organization) a Capital Campaign to generate funds for the proposed new museum expansion "Hall of Geological Wonders" along with funding for reinterpretation and refurbishment of the Museum's 30 year-old interior galleries. The ultimate goal of the Museum's Capital Campaign is to raise \$15 million. This vigorous campaign is required to secure non-county and county contributions towards the entire renovation of the County Museum. The transformation of the County Museum is to interpret more county and regional cultural and natural heritage to residents and visitors through artifacts, objects, and specimens that depict the wonders of this county and region. The estimated cost of construction of the Hall of Geological Wonders is \$4.7 million, while complete exhibit fabrication for the new hall is estimated at \$4.3 million. Additionally, design and refurbishment of existing permanent galleries is proposed and needed, with initial design costs estimated at \$100,000. The Museum will be striving to raise \$2.25 million in 2006-07 to contribute towards the Capital Campaign's \$15 million eventual total.

Accomplishing these above goals will not only enhance the quality of life for county and regional residents, but will also strengthen the ability of the Museum to serve the public in the most effective and resourceful way.

VII. PERFORMANCE MEASURES AT CURRENT FUNDING LEVELS

OBJT.	MEASUREMENT	2006-07 (Projected)
1A.	Number of paid museum visitors.	5% increase for a total of 75,000 paid visitors.
2A.	Number of compact storage units.	25% increase for a total of five compact storage units.
2B.	Number of objects/artifacts accessible to the public.	20% increase for a total of 1.8 million objects/artifacts.
3A.	Total amount of funds raised for the Museum's Capital Campaign.	\$2.25 million, which represents 15% of the Capital Campaign's ultimate goal of \$15 million.

If there are questions about this business plan, please contact Robert McKernan, Museum Director, at (909) 307-2669.

